



Fashion magazines such as Italian *Vogue* persist in showing young female models

most fashion conscious and stylish country in the world, passed and implemented more comprehensive legislation on smoke-free public places. Furthermore, the legislation appears to be working, with few breaches being reported. However, it would appear that some in the Italian fashion world are finding their addiction to tobacco more difficult to break. The March and April editions of Italian *Vogue* (regarded as the international fashion “bible”) persisted in showing young female models smoking in their fashion pages. The March edition featured four single and three double fashion spreads, while the April edition showed smoking in three single and one double spread. In *Vogue*’s own words, and illustrated by the seductive images of the world famous photographer Steven Meisel who took many of these pictures, young women’s smoking still symbolises glamour (“Perfection Everyday”), style (“Variations on Chic”), emancipation (“The power of Vogue Style”), sexual allure (“Madame”), and European womanhood (“Black Russian”, “French-outsider, don’t do it, chic and wild, dark and elegant, fashion, attitude, rebel”).

Given the continued positive promotion of smoking by top fashion magazines it is not surprising that, as shown in a recent paper in *Tobacco Control* by Huisman and colleagues (*Tobacco Control* 2005;14:106–13), female smoking in Italy (as in all the countries studied) is highest among young women. It is to be hoped that the recent cultural shift around the social acceptability of smoking in public places in Italy will also impact positively on fashion editors’ and photographers’ attitudes about the

desirability of polluting their magazines with smoking images.

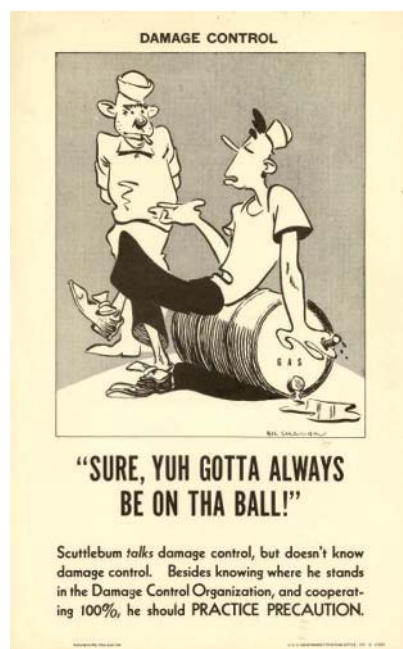
AMANDA AMOS

University of Edinburgh Medical School, UK;
Amanda.Amos@ed.ac.uk

USA: injuries in the smoking room when a nuclear sub crashes

In January this year a US nuclear powered attack submarine, the USS San Francisco, crashed into an undersea mountain that was not marked on the navigation chart being used. A total of 99 crew members were injured, particularly in the areas that were relatively open: the smoking room, the crew’s mess, and the engine rooms. The one crew member who sustained fatal injuries was smoking in the smoking room at the time.

It is perhaps surprising to think that there is actually space in a submarine for a smoking room. Indeed, it seems somewhat alarming that smoking is permitted given that there must be some (albeit small) increased fire risk. Furthermore, there are concerns around the performance of nicotine dependent workers—given the data that smokers are at increased risk of workplace injuries. One survey has reported that 55% of submariners (from two UK nuclear submarines) felt that it would be justifiable to enforce a ban on smoking in submarines.



A cartoon from a US Navy publication of the 1950s, part of a series on safety issues featuring a character called “Scuttlebutt”.

No-smoking policies have been trialled for US navy ships. Perhaps it is time for navies with submarines to catch up with other work settings when it comes to state-of-the-art tobacco control? Alternatively, submarine patrols could be suspended with the realisation that the Cold War has now been over for 15 years and that resources are needed to address health and social concerns.

NICK WILSON

GEORGE THOMSON

Wellington Medical School, University of
Otago, New Zealand;
gthomson@wnmeds.ac.nz

USA: PM’s fouls come home to roost

Philip Morris (PM), the world’s largest transnational tobacco company, may try to hide its corporate head under the wing of its parent company, Altria, these days, but it cannot escape the attentions of health advocates trying to make it accountable for its actions. If Altria’s annual stockholders’ meeting in April was anything to go by, when it faced a record level of protest accusing it of spreading the smoking epidemic around the world, things can only get worse.

Altria’s worldwide earnings are now so large that they dwarf the entire economic activity of many a small nation whose citizens are daily encouraged to smoke Marlboro cigarettes. In 2004, its net revenue was \$89.6 billion, more than two and a half times the gross domestic product of Kenya, seven times more than Nicaragua’s, and 12 times that of Malawi, one of the largest tobacco producers in the world (and the most tobacco dependent).

Not surprisingly, Altria’s chief executive, Louis Camilleri, is well rewarded for his group’s success. Although on a basic salary last year of “only” \$1.5 million (he has a 16% rise for this year), his stock options and other remuneration, much of it performance related, took his annual earnings to around \$6.7 million. At more than \$18 000 per day, every day of the year, that’s probably still enough to be worth anyone getting out of bed for, even when they know their big day will be marred by a bunch of protesters. Even when those protesters relate first hand experience of the death and disease the company’s number one product causes to millions of sufferers, or customers who have chosen to smoke, as Mr Camilleri may prefer to think of them.

At this year’s annual meeting in East Hanover, New Jersey, not only did the Nightingales fly in again (see USA: nightingales sing at PM’s AGM. *Tobacco*